



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Colbert, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	17.1%	Population	55,235	55,497
Rooted Rural	13.9%	Households	23,210	23,552
Midland Crowd	13.5%	Families	16,381	16,457
Heartland Communities	10.9%	Median Age	41.0	42.7
Rustbelt Retirees	9.7%	Median Household Income	\$37,682	\$41,306

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,420.92	\$32,979,439
Men's	53	\$261.75	\$6,075,328
Women's	51	\$476.20	\$11,052,524
Children's	61	\$254.38	\$5,904,246
Footwear	44	\$214.11	\$4,969,412
Watches & Jewelry	60	\$134.14	\$3,113,334
Apparel Products and Services ¹	64	\$80.34	\$1,864,595
Computer			
Computers and Hardware for Home Use	60	\$127.11	\$2,950,286
Software and Accessories for Home Use	57	\$16.49	\$382,814
Entertainment & Recreation	68	\$2,524.92	\$58,603,444
Fees and Admissions	56	\$345.97	\$8,029,964
Membership Fees for Clubs ²	59	\$97.82	\$2,270,363
Fees for Participant Sports, excl. Trips	55	\$63.09	\$1,464,323
Admission to Movie/Theatre/Opera/Ballet	54	\$80.81	\$1,875,524
Admission to Sporting Events, excl. Trips	56	\$34.29	\$795,983
Fees for Recreational Lessons	55	\$69.60	\$1,615,525
Dating Services	61	\$0.36	\$8,246
TV/Video/Sound Equipment	66	\$941.25	\$21,846,344
Community Antenna or Cable TV	71	\$523.16	\$12,142,512
Televisions	58	\$171.85	\$3,988,559
VCRs, Video Cameras, and DVD Players	67	\$22.31	\$517,765
Video Cassettes and DVDs	65	\$42.22	\$979,941
Video Game Hardware and Software	64	\$22.97	\$533,151
Satellite Dishes	84	\$0.93	\$21,598
Rental of Video Cassettes and DVDs	64	\$32.49	\$754,166
Streaming/Downloaded Video	49	\$0.40	\$9,205
Sound Equipment ³	57	\$121.21	\$2,813,191
Rental and Repair of TV/Radio/Sound Equipment	64	\$3.72	\$86,256
Pets	77	\$342.84	\$7,957,251
Toys and Games	67	\$100.31	\$2,328,084
Recreational Vehicles and Fees ⁴	88	\$384.22	\$8,917,734
Sports/Recreation/Exercise Equipment ⁵	63	\$136.57	\$3,169,862
Photo Equipment and Supplies ⁶	66	\$84.08	\$1,951,507
Reading ⁷	66	\$189.69	\$4,402,698
Food	67	\$5,563.96	\$129,139,495
Food at Home	68	\$3,325.54	\$77,185,790
Bakery and Cereal Products	69	\$464.44	\$10,779,690
Meat, Poultry, Fish, and Eggs	69	\$841.81	\$19,538,478
Dairy Products	68	\$381.46	\$8,853,802
Fruit and Vegetables	65	\$534.86	\$12,414,156
Snacks and Other Food at Home ⁸	69	\$1,102.96	\$25,599,664
Food Away from Home	65	\$2,238.42	\$51,953,705
Alcoholic Beverages	59	\$352.07	\$8,171,563
Nonalcoholic Beverages at Home	70	\$311.04	\$7,219,247



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	52	\$523.33	\$12,146,419
Vehicle Loans	73	\$4,220.49	\$97,957,595
Health			
Nonprescription Drugs	78	\$88.60	\$2,056,301
Prescription Drugs	82	\$463.10	\$10,748,566
Eyeglasses and Contact Lenses	72	\$55.45	\$1,287,056
Home			
Mortgage Payment and Basics ⁹	60	\$5,497.45	\$127,595,816
Maintenance and Remodeling Services	59	\$1,224.10	\$28,411,269
Maintenance and Remodeling Materials ¹⁰	77	\$321.93	\$7,471,920
Utilities, Fuel, and Public Services	72	\$3,283.59	\$76,212,138
Household Furnishings and Equipment			
Household Textiles ¹¹	63	\$88.04	\$2,043,307
Furniture	57	\$377.39	\$8,759,334
Floor Coverings	61	\$59.14	\$1,372,561
Major Appliances ¹²	70	\$210.52	\$4,886,143
Housewares ¹³	60	\$56.58	\$1,313,277
Small Appliances	69	\$24.15	\$560,441
Luggage	54	\$5.39	\$125,101
Telephones and Accessories	54	\$23.23	\$539,127
Household Operations			
Child Care	56	\$229.99	\$5,338,045
Lawn and Garden ¹⁴	72	\$304.99	\$7,078,729
Moving/Storage/Freight Express	60	\$31.28	\$725,939
Housekeeping Supplies ¹⁵	70	\$538.52	\$12,499,085
Insurance			
Owners and Renters Insurance	75	\$366.98	\$8,517,714
Vehicle Insurance	69	\$958.63	\$22,249,726
Life/Other Insurance	73	\$420.25	\$9,754,042
Health Insurance	75	\$1,523.10	\$35,351,141
Personal Care Products ¹⁶	66	\$288.14	\$6,687,724
School Books and Supplies ¹⁷	62	\$73.55	\$1,707,087
Smoking Products	80	\$362.55	\$8,414,799
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	70	\$3,595.90	\$83,460,870
Gasoline and Motor Oil	74	\$1,860.46	\$43,181,385
Vehicle Maintenance and Repairs	67	\$662.85	\$15,384,699
Travel			
Airline Fares	54	\$225.30	\$5,229,271
Lodging on Trips	62	\$264.06	\$6,128,819
Auto/Truck/Van Rental on Trips	51	\$19.85	\$460,712
Food and Drink on Trips	62	\$292.85	\$6,797,043

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.